

Before the  
Federal Communications Commission  
Washington, D.C. 20554

In the Matter of: )  
 )  
Broadcast Localism ) MB Docket No. 04-233  
 )  
 )

ORDER

Adopted: November 19, 2004

Released: November 22, 2004

Reply Comment Date: January 3, 2005

By the Deputy Chief, Media Bureau:

1. By a Notice of Inquiry (“*NOI*”), FCC 04-129, released July 1, 2004, the Commission initiated the above-captioned proceeding, seeking comment from the public on how broadcasters are serving the interests and needs of their communities; whether the Commission needs to adopt new policies, practices, or rules designed to promote localism in broadcast television and radio; and what those policies, practices, or rules should be.<sup>1</sup> The *NOI* called for comments by September 1, 2004, and reply comments by October 1, 2004. Pursuant to several parties’ request, the Commission -- finding good cause to grant the requests -- extended the comment and reply comment deadlines to November 1, 2004 and December 1, 2004, respectively.<sup>2</sup>

2. The National Association of Broadcasters (“*NAB*”) requests an extension of the deadline for filing reply comments to January 1, 2005.<sup>3</sup> *NAB* contends that the request is justified, given the volume of initial comments filed in the proceeding, which total over 80,000.<sup>4</sup> *NAB* states it needs the additional time to collect and analyze the information provided in the comments.<sup>5</sup>

3. We find that good cause for an extension of the filing date for reply comments has been shown. We will extend the deadline for filing reply comments to Monday, January 3, 2005. This additional time should provide all parties with adequate time for the preparation of pleadings. Further, given the array of issues and the number of comments filed, this extension will result in a more

<sup>1</sup> See *Broadcast Localism*, 19 FCC Rcd 12,425 (2004) (“*Broadcast Localism NOI*”).

<sup>2</sup> See *Broadcast Localism*, 19 FCC Rcd 14,849 (MB 2004) (“*Broadcast Localism Extension Request*”).

<sup>3</sup> See *NAB’s Request for Extension of Time* filed in MB Docket No. 04-233 (filed Nov. 17, 2004).

<sup>4</sup> See *id.* at 1.

<sup>5</sup> See *id.*

comprehensive factual record. At the same time, the proceeding will not be unduly delayed by granting the extension requests.

4. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j), and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j), and 155(c), and also Sections 0.61, 0.283, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.61, 0.283, and 1.46, the request for extension of time filed by the National Association of Broadcasters **IS GRANTED**. The date for filing reply comments in MB Docket No. 04-233 is extended until January 3, 2005.

FEDERAL COMMUNICATIONS COMMISSION

Robert H. Ratcliffe  
Deputy Chief, Media Bureau